

KAUR boosts power

By Ken Hammer

Augustana's KAUR-FM will become a more venerable voice in Sioux Falls area radio when it boosts its effective radiated power from 40 watts to nearly 400 watts this week.

KAUR, always a reliable alternative to top-40 drudgery, now becomes "the alternative station," according to temporary General Manager Doug Behrens (Brian Bonde will become General Manager on April 1). "With KLYX gone and format changes at Z93, KAUR becomes the trend-setter in Sioux Falls," says Behrens.

The station will continue its tradition in pioneering the play of obscure cuts off popular albums and exploring the world of jazz, but now many more people will be reached.

KAUR's listening area, now limited to only parts of the city, will expand from a six-mile radius to a 25-30 mile radius, depending on the terrain.

Also, the "holes" in city reception caused by KAUR's present weak signal will be filled, and city reception made clearer and stronger after the new equipment is installed and the power increase effected.

The new equipment will

be installed this weekend at a cost of \$3000. (\$1000 was obtained through a Student Association loan and the rest came out of the KAUR budget.)

KAUR staff has been working actively on the power increase since June 1979 in response to a move by the Federal Communications Commission to phase out 10 watt transmitter FM stations.

The station was faced with a choice: either cease to exist, or raise power.

The station filed an application for a power increase with the FCC on July 9, 1979, and that application was approved Aug. 11, 1980.

But that original application had to be amended. The company under contract to deliver the new equipment folded, forcing KAUR to look for a new company and amend equipment specifications on its FCC application.

After months of waiting, the FCC gave its final go-ahead on Feb. 16, 1981.

The waiting period did not dampen enthusiasm at KAUR offices in Old Main. Behrens is "really psyched up about the job." He sees the job as an opportunity for virtually unlimited creativity.

The power increase "will give us more respect among

the broadcasting community, as well as the record industry," said Behrens. "We'll get more service from the companies, which means more records."

Behrens also welcomes another change at the station, saying, "It's fun to see more women involved in radio. There are twelve on staff this year. More and more students are expressing interest in radio and we have a lot of new faces this year."

Besides Behrens, there have been other changes in personnel at KAUR, and these people have format changes in mind.

Dave Hogan, replacing Lenny Symes as program director, would like to see afternoon jazz extended one hour and Christian rock played all day on Sundays.

Dorothy Miller replaces Margaret Yackel as news director. She plans more half-hour, in-depth news stories and wants more promotion of school activities.

The station plans an open house during the week of the March 2-6 power increase. KAUR invites people to visit its studio and offices during the day between 8 a.m. and 5 p.m.

A ribbon-cutting ceremony will be at 10 a.m. Monday with Dr. Nelsen doing the honors in the control studio at KAUR.